

DATE: May 9, 2012

TO: City Clerk

FROM: Mayor John F. Cook

ADDRESS: 2 Civic Center Plaza, El Paso TX 79901 TELEPHONE (915) 541-4145

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of May 15, 2012

Re-appointment of Fernando R. Grado to the Revolving Loan Fund Board by Mayor John F.

Item should read as follows: Cook.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Revolving Loan Fund Board

NOMINATED BY: John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Fernando R. Grado
(Please verify correct spelling of name)

E-MAIL ADDRESS: American_packaging@usa.com

BUSINESS ADDRESS: 405 Chelsea Street

CITY: El Paso ST: TX ZIP: 79905 PHONE: (915) 771-8052

HOME ADDRESS: _____

CITY: El Paso ST: TX ZIP: 79925 PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE: _____

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Reappointment

EXPIRATION DATE OF INCUMBENT: 04/26/2012

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 05/15/2012

TERM BEGINS ON : 04/27/2012

EXPIRATION DATE OF NEW APPOINTEE: 04/26/2014

PLEASE CHECK ONE OF THE FOLLOWING: 3rd TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

FERNANDO R. GRADO

405 Chelsea Street
El Paso, TX 79905

Office: 915-771-8052

EXECUTIVE PROFILE

General Management/ Strategic Planning & Growth/ Sales & New Business Development
Start-Up Entrepreneurial Venture

Successful Business Strategist experienced in creating vision, identifying opportunities, and delivering strong bottom-line results despite intense industry competition. Outstanding interpersonal and communication skills. Decisive, solution-focused and result-oriented.

- * Over 38 years experience in sales/marketing and executing managerial/supervisory responsibilities.
- * Thoroughly knowledgeable in all aspects of the packaging industry including industrial machinery and paper products.
- * Adept at providing customer service/public relations.
- * Highly skilled in training personnel.
- * Bilingual (English-Spanish).

PROFESSIONAL EXPERIENCE

Vice-President/Owner

01/2005- Present

President/Owner

2001-2004

AMERICAN PACKAGING AND SUPPLY CO., INC.

El Paso, Texas

Successfully established entrepreneurial venture into sound business organization. Planned, directed and oversaw all aspects of business development. Formed strong customer partnerships to increase sales every year from the ground up. Managed organization's day-to-day operations, financial structure and ongoing corporate strategy. Managed sales operations with proven ability to gain customer loyalty. Developed purchasing activities and negotiated reduced prices with vendors.

* American Packaging and Supply Co., Inc. is named the 2005 Regional Minority Supplier/Distributor of the Year by the U.S. Department of Commerce and the Minority Business Development Agency, and was a National nominee.

Sales Representative

1986-2001

PACKAGING MATERIALS CO.

El Paso, Texas

Successfully solicited and serviced new accounts with their packaging needs and with design of specialized interior and exterior packaging machinery and products. Leading producer in taking company from \$293,000 per year to \$5 million per year in sales. Negotiated purchase contracts for direct and indirect stocking materials with wide variety of vendors.

Sales Representative

1984-1986

DIXON PAPER CO.

El Paso, Texas

Responsible for soliciting new accounts and servicing regular clients. Called on a wide variety of businesses requiring packaging products. Provided sales support, conducted sales presentations and product sampling. Served as vocational advisor to the Ysleta Independent School District on printing machinery and paper for consecutive three years.

Regional Industrial Sales Manager

1969-1984

JIM WALTER PAPERS

El Paso, Texas

Started as city sales desk trainee, advanced to sales representative and promoted to regional industrial sales manager. Supervised 8 personnel in developing industrial business products for major printing paper companies. Responsible for purchasing industrial products. Specialized in packaging products and machinery. Emphasized customer service/public relations to personnel, including hiring, terminating and training.

EDUCATION/TRAINING

Accumulated 96 credit hours toward a Bachelor of Business Administration degree at the University of Texas at El Paso, 1967-1969. Maintained 2.8 GPA. Active in Intramural Sports and member of Circle K International Fraternity.

Dale Carnegie Course, Xerox Training

Graduated from Austin High School, El Paso, Texas in 1967.

ASSOCIATIONS

- * Member, UTEP Miner Fan Club.
- * Member, Early Times Car Club.
- * Member, El Paso Rio Grande Wheels Car Club.
- * Member, El Paso Hispanic Chamber of Commerce.
- * Member, Director, I, II, III Vice-President, President and Past President, El Paso Downtown Lions Club.
- recipient of Melvin Jones Fellows Award: highest Lions International award available.
- * Life Member, Kiwanis International.
- * Charter Member/Appraiser, The Glove Collector Vintage Baseball Association.

HOBBIES

- * Vintage Baseball Memorabilia Collector
- * Vintage El Paso, Texas Memorabilia Collector